



# **PLANNING COMMISSION**

## **AGENDA REPORT**

MEETING DATE: NOVEMBER 13, 2007

VII. I

ITEM NUMBER:

**SUBJECT: APPEAL OF ZONING ADMINISTRATOR'S DENIAL OF PROPOSED BUILDING  
ELEVATION MODIFICATIONS  
1802 NEWPORT BOULEVARD**

**DATE: NOVEMBER 1, 2007**

**FOR FURTHER INFORMATION CONTACT: WENDY SHIH, ASSOCIATE PLANNER 714.754.5136**

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### **PROJECT DESCRIPTION**

Appeal of Zoning Administrator's denial of proposed building elevation modifications.

### **APPLICANT**

The appellant is Billy Stade, owner of "The Closet" retail store.

### **RECOMMENDATION**

Uphold, reverse, or modify Zoning Administrator's decision, by adoption of Planning Commission resolution.

WENDY SHIH  
Associate Planner

KIMBERLY BRANDT, AICP  
Assistant Development Svcs. Director

## BACKGROUND

The subject property is located on the northeast corner of Newport Boulevard and 18<sup>th</sup> Street and is within the Downtown Redevelopment Project Area. Proposed are exterior elevation modifications for a new tenant (The Closet) to occupy the space. The plans show removal of existing raised stucco material and use of new metal façade as the primary material for the building. On October 5, 2007, the Zoning Administrator denied the proposal because the proposed design is inconsistent with the Comprehensive Design Plan for the Downtown Redevelopment Project Area. On October 8, 2007, the business owner filed an appeal of the Zoning Administrator's decision. The appellant states the proposed elevations make a bold statement which would enhance the block and boost sales in the area.

## ANALYSIS

The Comprehensive Design Plan was adopted by the Costa Mesa Redevelopment Agency in 1985 to serve as a guide for the design and rehabilitation or refurbishment of existing improvements in the Downtown Redevelopment Project Area. The purpose of the design guidelines is to promote a distinctive image and atmosphere within the Downtown area by discouraging harsh contrasts and fostering harmony between existing and future developments.

The Zoning Administrator determined that the proposed elevations are not consistent with the Comprehensive Design Plan because the proposal includes new metal façade as the primary material which will obscure the existing decorative roofline that matches the majority of the buildings in that same block; the design guidelines allow metal as an accent material and encourage restoration and enhancement of existing building details. Additionally, the proposed shade of green applied to the current and other "Closet" locations is also incompatible with both the Comprehensive Design Plan as well as the remainder of the block. Staff recognizes that the proposed shade of green is the signature color for the store. However, staff believes that it is more appropriate as an accent color rather than the primary color on the metal siding material.

## GENERAL PLAN CONFORMITY

The General Plan designation for the property is General Commercial, which allows a wide range of commercial uses including retail business such as the one proposed for the subject site. However, the proposed elevation modifications may not be consistent with General Plan Objectives CD-8A.1 and CD-8A.2 because the proposed design does not retain the existing decorative roofline, demonstrate sensitivity to the contextual influences of the surrounding area, nor does it integrate design elements and materials encouraged for commercial developments. Despite this, the use of the building itself is consistent with the General Plan.

## ENVIRONMENTAL DETERMINATION

The project is exempt from the provisions of the California Environmental Quality Act for ministerial projects.

## **ALTERNATIVES**

The Commission has the following alternatives:

1. Uphold Zoning Administrator's denial and require a redesign of the building façade.
2. Overturn Zoning Administrator's decision and approve the proposed elevations, which would allow the applicant to obtain a building permit and begin construction;
3. Approve the project with modifications.

## **CONCLUSION**

The Zoning Administrator determined that the proposed building elevations are not compatible with the Redevelopment Project Area Comprehensive Design Plan. Therefore, staff recommends that the denial of the elevation modifications be upheld by denying the appeal.

Attachments: Draft Planning Commission Resolution  
Exhibit "A" Draft Findings  
Exhibit "B" Draft Conditions of Approval  
Appeal application  
Zoning Administrator Letter dated October 5, 2007  
"Closet" Green Color Sample  
Location Map  
Plans  
Redevelopment Project Area Comprehensive Design Plan

cc: Deputy City Manager - Dev. Svs. Director  
Deputy City Attorney  
City Engineer  
Fire Protection Analyst  
Staff (4)  
File (2)

Billy Stade  
1800 Newport Blvd.  
Costa Mesa, CA 92627

Tim Johnson  
TJ Design  
5215 River Ave., Ste. A  
Newport Beach, CA 92663

Clear Point LLC  
40 Lewis  
Irvine, CA 92620

**RESOLUTION NO. PC-07-**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE  
CITY OF COSTA MESA UPHOLDING ZONING  
ADMINISTRATOR'S DECISION FOR A BUILDING PERMIT,  
DENYING PROPOSED ELEVATIONS FOR "THE CLOSET" AT  
1802 NEWPORT BOULEVARD**

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY  
RESOLVES AS FOLLOWS:

WHEREAS, an application was filed by Tim Johnson of TJ Design, representing  
Billy Stade, owner of "The Closet", requesting approval for modifications to existing  
building elevations located at 1802 Newport Boulevard; and

WHEREAS, on October 5, 2007, the Zoning Administrator issued a letter  
denying the proposed elevation modifications; and

WHEREAS, on October 8, 2007, Billy Stade appealed the Zoning Administrator's  
decision; and

WHEREAS, the Planning Commission conducted a public hearing of Zoning  
Administrator's decision on November 13, 2007.

BE IT RESOLVED that, based on the evidence in the record and the findings  
contained in Exhibit "A", the Planning Commission hereby **UPHOLDS** Zoning  
Administrator's decision and **DENIES** the appeal with respect to the property described  
above.

**PASSED AND ADOPTED this 13<sup>th</sup> day of November 2007.**

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Donn Hall, Chair  
Costa Mesa Planning Commission

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**RESOLUTION NO. PC-07-**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY  
OF COSTA MESA REVERSING ZONING ADMINISTRATOR'S  
DECISION FOR A BUILDING PERMIT, DENYING PROPOSED  
ELEVATIONS FOR "THE CLOSET" AT 1802 NEWPORT  
BOULEVARD**

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY  
RESOLVES AS FOLLOWS:

WHEREAS, an application was filed by Tim Johnson of TJ Design, representing  
Billy Stade, owner of "The Closet", requesting approval for modifications to existing  
building elevations located at 1802 Newport Boulevard; and

WHEREAS, on October 5, 2007, the Zoning Administrator issued a letter  
denying the proposed elevation modifications; and

WHEREAS, on October 8, 2007, Billy Stade appealed the Zoning Administrator's  
decision; and

WHEREAS, the Planning Commission conducted a public hearing of Zoning  
Administrator's decision on November 13, 2007.

BE IT RESOLVED that, based on the evidence in the record and the findings  
contained in Exhibit "A", subject to the conditions contained in Exhibit "B", the Planning  
Commission hereby **DENIES** Zoning Administrator's decision and **APPROVES** the  
appeal, with respect to the property described above.

BE IT FURTHER RESOLVED that the Costa Mesa Planning Commission does  
hereby find and determine that adoption of this resolution is expressly predicated upon  
the activity as described in the staff report. Any approval granted by this resolution  
shall be subject to review, modification, or revocation if there is a material change that  
occurs in the operation.

**PASSED AND ADOPTED this 13<sup>th</sup> day of November 2007.**

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Donn Hall, Chair  
Costa Mesa Planning Commission

STATE OF CALIFORNIA      )  
                                )ss  
COUNTY OF ORANGE      )

I, Kimberly Brandt, secretary to the Planning Commission of the City of Costa Mesa, do hereby certify that the foregoing Resolution was passed and adopted at a meeting of the City of Costa Mesa Planning Commission held on November 13, 2007, by the following votes:

AYES:      COMMISSIONERS

NOES:      COMMISSIONERS

ABSENT:    COMMISSIONERS

ABSTAIN:   COMMISSIONERS

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Secretary, Costa Mesa  
Planning Commission

**EXHIBIT "A"**

**FINDINGS**

- A. The proposed building elevation modifications do not comply with Costa Mesa Municipal Code Section 13-29(e) because:
  1. The building elevation modifications are not compatible or harmonious with those on surrounding properties.
  2. The proposal is not consistent with the Redevelopment Project Area Comprehensive Design Plan since it involves replacing the existing decorative roofline and building material with metal as the primary material, as well as use of a color that is not consistent with the design guidelines and other buildings on the block.
- B. The project is exempt from the provisions of the California Environmental Quality Act for ministerial projects.
- C. The project is exempt from Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

**EXHIBIT "B"**

**CONDITIONS OF APPROVAL (if project is approved)**

- Plng.
1. No modification(s) of the approved building elevations including, but not limited to, changes that increase the building height, removal of building articulation, or a change of the finish material(s), shall be made during construction without Planning Division's prior written approval.
  2. The "Closet" green shall be used as an accent color only. This condition shall be completed under the direction of the Planning staff.

CITY OF COSTA MESA  
P. O. Box 1200  
Costa Mesa, CA 92628-1200

FEE: \$ 670-

## APPLICATION FOR REVIEW, APPEAL OR REHEARING

Applicant Name BILLY STADE

Address 1800 NEWPORT BLVD., COSTA MESA 92627

Phone (949) 548-9854 Representing\* THE CLOSET

REQUEST FOR:  REVIEW\*\*  APPEAL  REHEARING

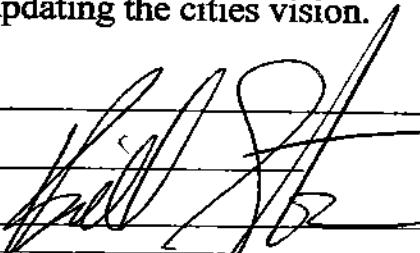
Decision of which review, appeal or rehearing is requested: (give number of rezone, zone exception, ordinance, etc., if applicable, and the date of the decision, if known.)  
  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Decision by: \_\_\_\_\_ Reasons for requesting review, appeal or rehearing: \_\_\_\_\_  
  
\_\_\_\_\_  
\_\_\_\_\_

We are requesting a review of our proposal to apply a metal siding façade along Newport Boulevard and 18<sup>th</sup> Street as described by our submitted plan. We have been informed by Planning that they cannot support our proposal based on a set of guidelines that were adopted in 1985.

Our position is we seek to stimulate interest along the block, boost sales for ourselves and neighbors and increase tax revenues for the city. It is our belief that by making a bold statement will not only enhance our block but also begin to define Costa Mesa as being a progressive place to shop and do business. Costa Mesa has come along way from 22 years ago and should continue to embrace change and updating the cities vision.

Date: 10/8/07

Signature: 

For office use only - do not write below this line

SCHEDULED FOR THE CITY COUNCIL/PLANNING COMMISSION MEETING OF:  
If review, appeal or rehearing is for person or body other than City Council/Planning Commission, date of hearing of review, appeal or rehearing:

\* If you are serving as the agent for another person, please identify the person you represent and provide proof of agency.  
\*\* Review may be requested only by City Council or City Council Member  
Costa Mesa/Forms1/Application for Review-Appeal-Rehearing



# CITY OF COSTA MESA

P.O. BOX 1200 • 77 FAIR DRIVE • CALIFORNIA 92628-1200

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DEVELOPMENT SERVICES DEPARTMENT

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October 5, 2007

Tim Johnson  
TJ Design  
5215 River Avenue, Suite A  
Newport Beach, CA 92663

**RE: PROPOSED DESIGN FOR "THE CLOSET"  
1802 NEWPORT BOULEVARD, COSTA MESA**

Dear Mr. Johnson:

We have reviewed the proposed exterior elevations for the subject property. This letter is to confirm that Planning staff is unable to approve the proposed elevations, due to their incompatibility with the Redevelopment Project Area Comprehensive Design Plan.

Your plans propose a new metal façade as the primary material which will both obscure the decorative roof line that matches the majority of the buildings in that same block and is far more than an accent, which is all that is permitted by the Redevelopment Project Area. Furthermore, it is assumed that the same shade of green applied to the current "The Closet" store is the shade of green you discuss in your letter; however, that shade of green is incompatible with both the comprehensive design plan as well as the remainder of the block. Therefore, your proposed elevation plans must be redesigned to be compatible with the comprehensive design plan. A copy of the comprehensive design plan is enclosed for your use.

Should you wish to appeal this decision to Planning Commission, you will need to submit a completed City form and the \$670.00 filing fee to the Planning Division no later than 5 p.m. Friday, October 12, 2007.

If you have any questions, please contact project planner Wendy Shih; she can be reached at either 714.754.5136 or [wshih@ci.costa-mesa.ca.us](mailto:wshih@ci.costa-mesa.ca.us).

Sincerely,

A handwritten signature in black ink that reads "Kimberly A. Brandt".

KIMBERLY A. BRANDT, AICP  
Asst. Development Services Director

Enclosures: Redevelopment Project Area Comprehensive Design Plan  
Appeal form

cc: Wendy Shih, Associate Planner

10

RECEIVED  
CITY OF COSTA MESA  
DEVELOPMENT SERVICE

OCT 01 2007

# TJ Design

5215 River Avenue  
Suite A  
Newport Beach, CA 92663  
(949) 515-3713  
[timjdesign@sbcglobal.net](mailto:timjdesign@sbcglobal.net)

10/1/2007

**Ms. Kimberly Brandt  
Planning Department  
City of Costa Mesa  
77 Fair Drive  
Costa Mesa, CA**

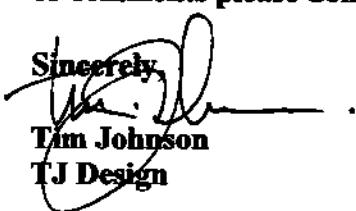
**RE: The Closet, 1802 Newport Blvd.**

**Dear Ms. Brandt,**

**We are presenting this letter to initiate the process for consideration of applying a fascia to the above mentioned building. Our request is to apply a metal fascia to front and side of our building per the attached exhibit. Our goal is to enhance the building, to brighten the corner to stimulate interest and enhance our clients' and their neighbors' business. We feel our request is in keeping with our neighbors both on the same block and directly across 18<sup>th</sup> Street.**

**The exhibit indicates an application of powder-coated metal siding with the "Closet green" paint finish and signage within city codes attached thereto.**

**Thank you for your consideration on this matter, if you should have any questions or comments please don't hesitate to call.**

Sincerely,  
  
Tim Johnson  
TJ Design



free shipping

SHOPPING BAG

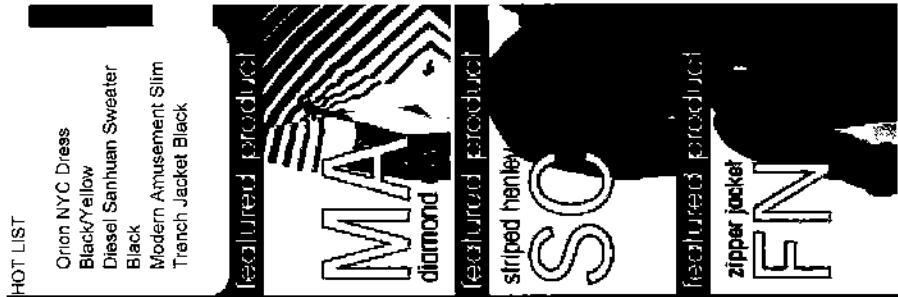
join mailing list [GO](#)

product search

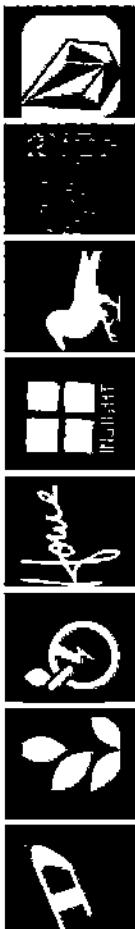
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HOT LIST

Orion NYC Dress  
Black/Yellow  
Diesel Sanhuun Sweater  
Black  
Modern Amusement Slim  
Trench Jacket Black

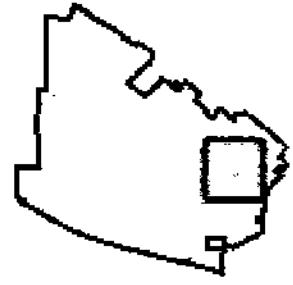


a>



policies & terms security service contact locations

### Overview Map



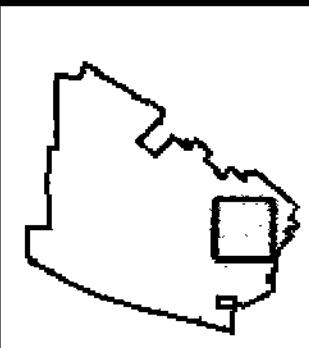
### Map Display



### Legend

Address Medium	Parcel Lines
Address Points	City Boundary
Waterway Lines	Water Ways
Hydrology Channels	Dwelling General
Street Names	General Plan Specific Land

### Overview Map



### Map Display



### Legend

Address Medium	Parcel Lines
Address Points	City Boundary
Waterway Lines	Water Ways
Hydrology Channels	Zoning
Street Names	AP C1 C1-A C2 CL {cont}

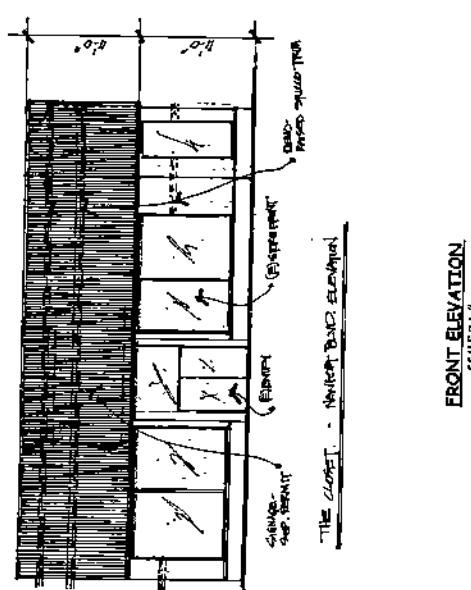
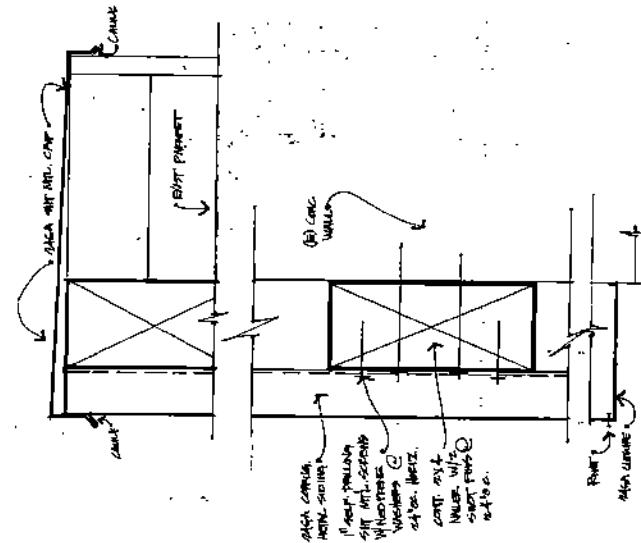
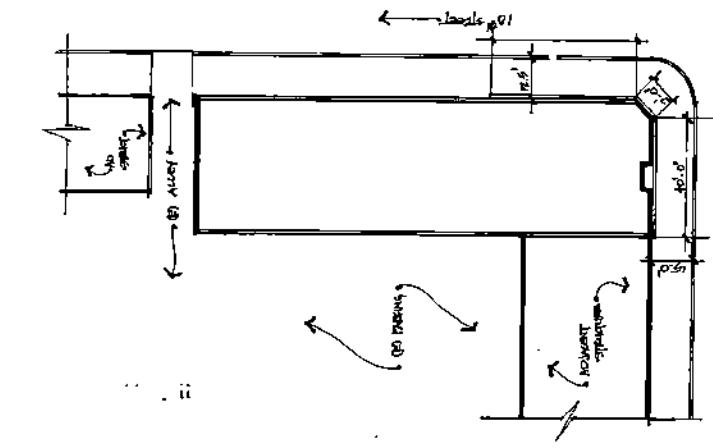
REVISIONS	4
DATE	10/18/07
REMARKS	
APPROVED	
SUPERVISING ENGINEER	

T.J. Design  
5215 River Avenue, Suite A  
Newport Beach, CA 92663  
(949) 515-3713

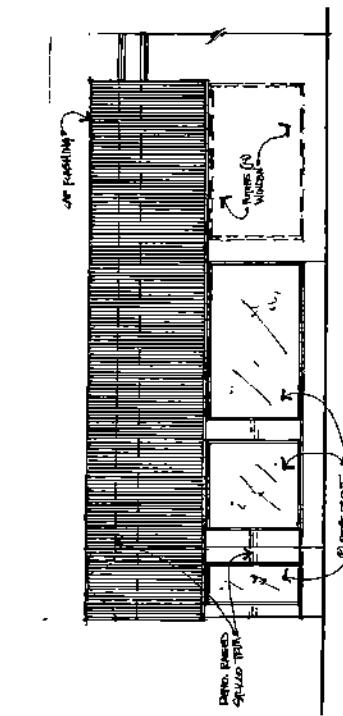
THE CLOSET  
1802 NEWPORT BLVD.  
COSTA MESA CA

PERMIT NO. 912467  
3/16/10 10:00 AM  
ISSUED BY COSTA MESA

A-1  
B-1



FRONT ELEVATION  
SCALE 1/2" = 1'-0"



SIDE ELEVATION  
SCALE 1/2" = 1'-0"

RECEIVED  
CITY OF COSTA MESA  
DEVELOPMENT SERVICES DEPARTMENT  
OCT 31 2007  
SITE PLAN  
SCALE 1/2" = 1'-0"



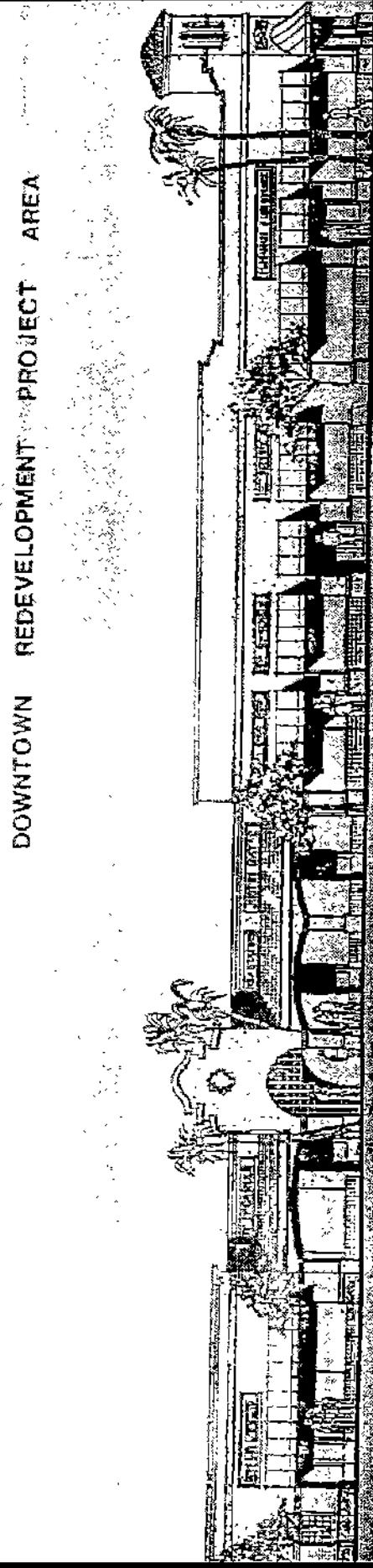
VICINITY MAP

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**EXCERPT ATTACHED**

# **EXECUTIVE SUMMARY**

# **COMPREHENSIVE DESIGN PLAN**



## **DESIGN GUIDELINES**

The following design guidelines are more detailed suggestions for project and building design. The guidelines are to be used in conjunction with the design principles previously described to refine the overall design concept of a project. The design guidelines are divided into architectural and streetscape elements. The architectural guidelines apply to new structures as well as the rehabilitation of existing buildings.

### **ARCHITECTURAL GUIDELINES - NEW CONSTRUCTION**

#### **Accent Materials:**

- Metal
- Glass
- Wood (stained, roughsawn)
- Brick
- Stone
- Concrete (textured, exposed aggregate)

#### **Building Color:**

A unified and harmonious scheme of colors can greatly enhance the imagery of the Downtown area. The following standards for color are recommended:

- Solid Stucco Building Walls—white, light buff, beige, salmon, warm grays.
  - Heavy Wood Timber—dark brown stain.
  - Doors—no restrictions if door is recessed. If flush with facade, dark brown or rust-colored paint or stain, or natural wood finish.
  - Door and Window Trim—if wood, dark brown stain or natural wood finish. If metal, use paint to match stain or dark bronze anodized aluminum.
  - Awnings—blue, brown, deep rust, or yellow-orange.
  - Wrought Iron—black or brown.
- Alternative colors for trim, accent materials, doors, awnings and wrought iron which are consistent with and complementary to the overall architectural design and primary building colors are also acceptable.
- Reflective glass.
  - Aluminum or plastic siding.
  - Plant-on wood facades and plywood sidings.
  - Imitations materials (simulated wood or masonry).

#### **Roof Form:**

The roof is one of the most significant of the building elements and can lend cohesiveness to the entire Downtown area. Simple roof forms are most appropriate for the Downtown image.

• The use of shed, gable, hip, and mansard roof forms is encouraged.

- Roofs should be of a low pitch.
- Discontinuous mansard roofs which are not integrated into the overall design of the building are discouraged. A mansard roof should be carried across all elevations.
- Where possible, the roof should serve to hide the mechanical equipment placed on the roof.

- Shallow balcony and French doors.
- Deeply recessed windows with overhanging moldings and sills.
- Iron grills or wood grills on upper floor levels supported by pediment windows on lower levels.
- Planter boxes and pot shelves.

#### **Doorways:**

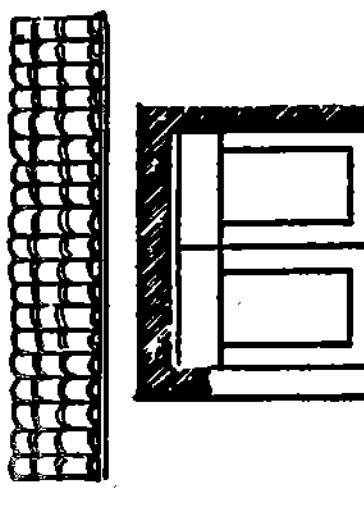
Doors can be the focal point of a building and serve to relieve broad areas of plain stucco surfaces. Doors can be accented and enhanced through the use of various architectural treatments and features:

- Protective overhangs.
- Stucco arches.
- Half columns and arches.
- Use of awnings.
- Simple recesses strengthened by a frame.
- Pedimented entry door.

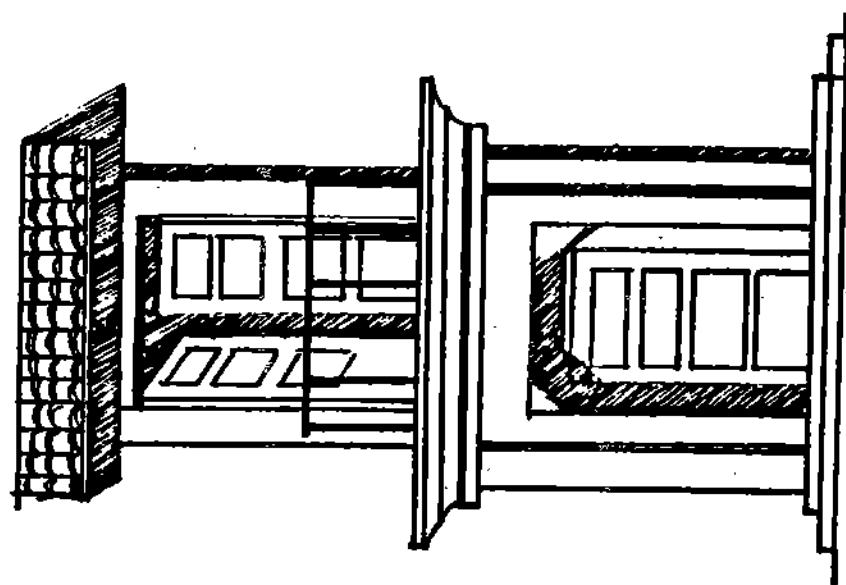
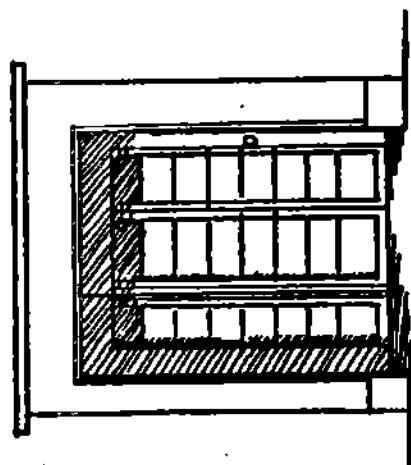
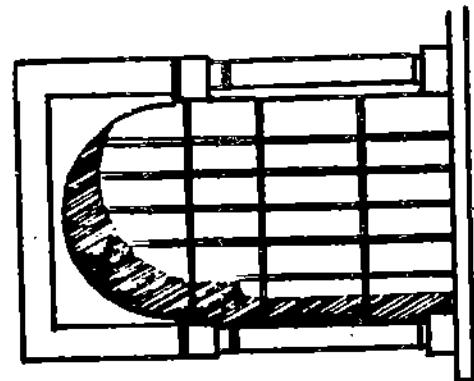
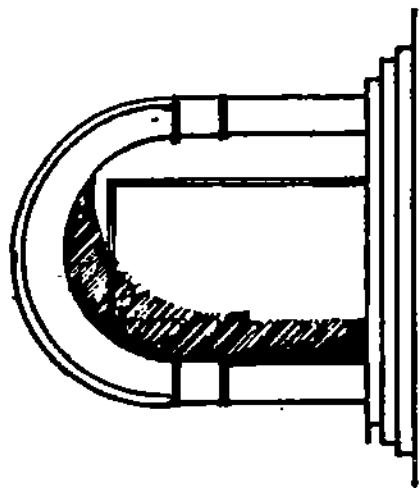
#### **Windows:**

Windows may be highly ornamental or simple, but should be kept to balanced proportions. Window openings can be accented through the use of:

- Projecting bay windows.
- Wood shutter and casements.
- Tile, stucco, or stone surrounding.
- Awnings.



**Figure 1**



### Arcades and Columns:

Human scale can be achieved at the base of large buildings through the use of arcades. Providing continuous covered access to buildings and protection from inclement weather, arcades can greatly increase pedestrian comfort.

- Arcades are typically semi-circular arches supported with pilasters or columns. (1)
- Columns used should be as square as possible and of adequate thickness. The height "B" should be approximately 4 to 5 times the width of "A." (2)
- The use of columns under a straight, overhanging eave can be used as a variation to the traditional arcade. (3)
- The use of parabolic arches is inappropriate. (4)

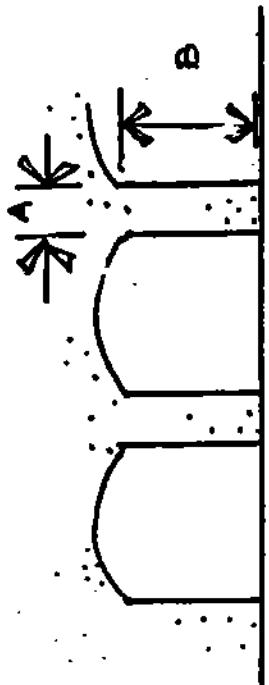


Figure B

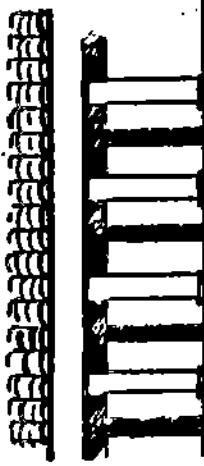


Figure C

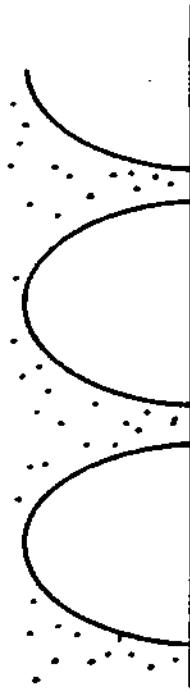


Figure D



Figure A

### **Architectural Details:**

The use of architectural details can enhance the overall quality and can add interest to the project design. These details are appropriate for both new construction and rehabilitation projects. Common architectural details include:

- Mission or scalloped gable roof lines.
- Quatrefoil windows.
- Bell towers or turrets.
- Capitals or moldings on arches or columns.
- Projecting roof beams (vigas) and tile rain gutters (canales).
- Ceramic tiles.
- Plaster cap on flat roof parapets.
- Arches windows.
- Arches balconies.

### **Balconies:**

Balconies can serve both a practical and aesthetic function. When incorporated into the design of the upper floors of large buildings, they can be used as miniature gardens and provide light and air to the building occupants. Balconies can be used as a projection at the corner of a building or as a deep inset as in the form of an Italian loggia. Common details to accent balconies include:

- Arches and iron railing flush with the wall. (1)
- Iron railed platform supported by heavy plaster corbeis or brackets. (2)

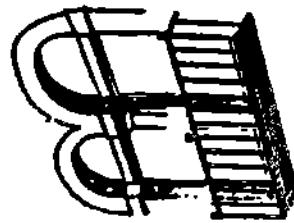
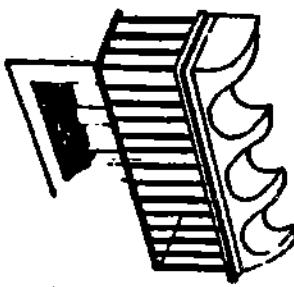
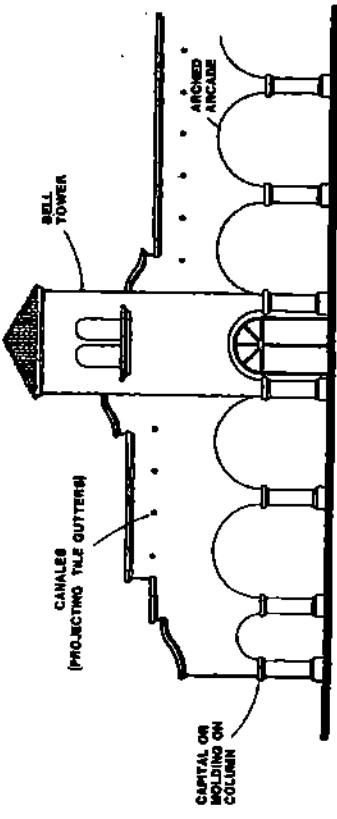
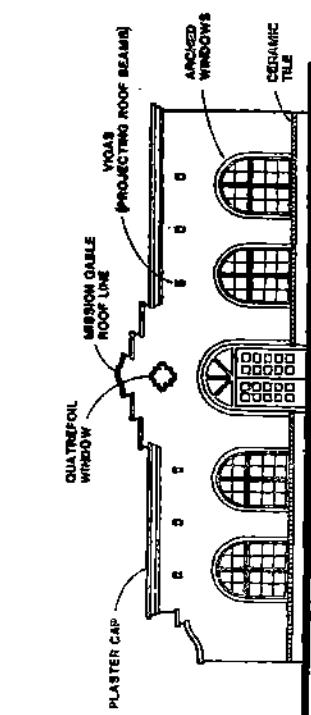


Figure 2

Figure 1

## **ARCHITECTURAL GUIDELINES - REHABILITATION**

The rehabilitation of older existing buildings is encouraged as a way of encouraging existing businesses and property owners to participate in the creation of the new image of downtown Costa Mesa. Simple rehabilitation of existing buildings is relatively inexpensive and often as effective aesthetically than more complex solutions.

These guidelines will outline a process and appropriate design for simple inexpensive enhancement of existing commercial buildings. They are supplemental to other guidelines in this document.

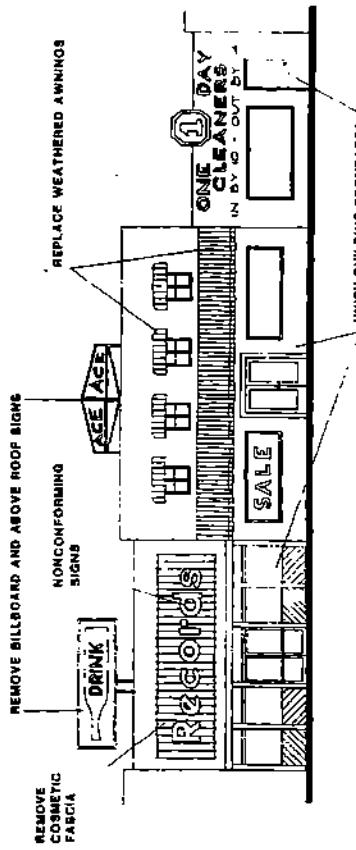
### **Existing Materials and Elements:**

Removing inappropriate/unsightly materials and elements, the building should, whenever possible, be restored to its original form. Often, cosmetic and utilitarian elements have been added to older buildings over the years. Frequently, these older additions are obsolete, in bad repair, or represent outmoded fashion. Many times, several layers of applied materials must be removed to discover the original form of the building underneath. Common problems of this nature include:

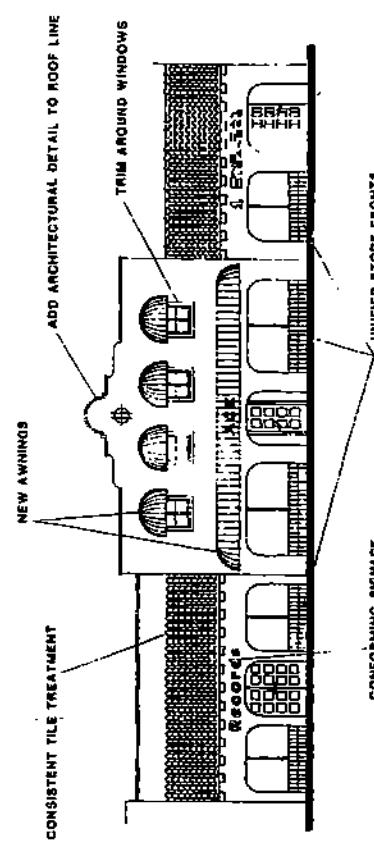
1. Cosmetic facing materials such as wood paneling, metal panels, or shingles.
2. Old signs.
3. Applied architectural elements such as metal canopies, discontinuous or cosmetic mansard roofs, awnings, or other purely decorative features.

4. Utilities—old pipes and electrical conduit, old gutters and downspouts, meters, circuit boxes.

### **BEFORE REHABILITATION**



### **AFTER REHABILITATION**



### **Primary Wall Material:**

A single primary wall material should be established for the building as described in the Architectural Guidelines:

1. If the original wall material is appropriate and in good condition, it should be retained and restored.
2. If the original wall material is not appropriate or in poor condition, a new material should be established.
  - a. Stucco is ideal for this purpose in that it is inexpensive and easy to apply over existing structure.
  - b. Other wall materials described in the Architectural Guidelines are encouraged.

### **Architectural Character/Accent Elements:**

Architectural elements which add character and individuality to the building are encouraged. Again, the Architectural Guidelines should be followed:

1. The following elements are encouraged:
  - a. Restoration and enhancement of interesting existing building details.
  - b. Brightly colored awnings are inexpensive and extremely effective.
  - c. Small quantities of accent materials such as tile, brick, or other materials described in the Architectural Guidelines.
  - d. New windows or doors.
  - e. Window boxes, hanging planters.
  - f. Comprehensive and unified signing.
2. Small purely decorative roof elements (i.e., false mansard roofs) are generally inappropriate.

### **Unsightly Elements:**

Unsightly elements, such as utility meters, exposed electrical, trash containers, mechanical equipment, should be screened or visually treated.

### **Site Opportunities:**

Excess site area not used for parking should be developed as pedestrian amenities and landscaping.

### **Major Rehabilitation:**

More ambitious rehabilitation of existing structures is encouraged, using the Architectural Guidelines for New Construction as a guide.

# CITY OF COSTA MESA REDEVELOPMENT

## UPDATED ALTERNATIVES

NT  
S

17 WHISPER GRAY

60A-1A GRENADA

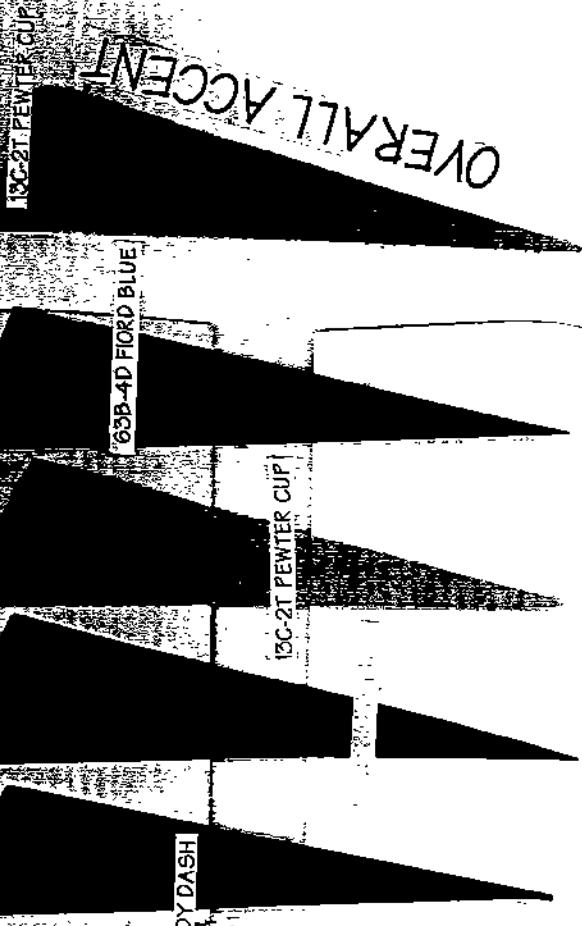
34A-1A DANDY BROWN

75A-1A CALICO BLUE

10-4B REDWOOD  
25A-2P DIVINITY

7A-1A BURGUNDY DASH

ACCENT

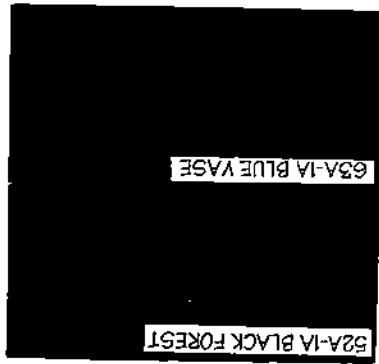


32 SHELL WHITE

CY2  
CUSTOM EYEMATCH

COURTYARD

## TRIANGLE SQUARE



## COURTYARD

CY2  
CUSTOM EYEMATCH

32 SHELL WHITE

## TOWER RECORDS

3A SHELL WHITE

TR1  
CUSTOM EYEMATCHTR3  
CUSTOM EYEMATCHTR5  
CUSTOM EYEMATCHTR2  
CUSTOM EYEMATCHTR4  
CUSTOM EYEMATCHTR6  
CUSTOM EYEMATCH